



April 24, 2007

Dear Business Associate;

1006 Twelfth Street
Aurora, Nebraska 68818
voice/TTY 800.618.4781
fax 402.694.5110
web site: www.hamiltonrelay.com
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I am pleased to tell you about Wyoming Relay. The service is a convenient, easy way for people who are hearing, deaf, hard of hearing, and speech disabled to communicate with each other over the telephone. It also offers your business new opportunities.

Many individuals who have a hearing loss or speech disability communicate over the telephone using a text telephone (TTY). Since most hearing people do not have a TTY, relay provides highly skilled Communication Assistants to relay the conversation between the text user and the voice user. As the American population ages, the community of relay users grows. This substantial segment of the population is largely untapped because most people are unaware that Wyoming Relay is available to bridge the communication gap. Furthermore, Wyoming Relay is a service provided by the Wyoming Department of Workforce Services, and there is no cost to use this service (although long distance charges apply to long distance calls).

Many relay users have shared that when they call a business via Wyoming Relay, the business receiving the call often hangs up, perhaps assuming it is a telemarketing call. Hanging up on relay users can result in lost business for your company. Wyoming Relay would be happy to assist your company in understanding how using relay may greatly benefit your business. Americans with hearing loss or speech impairments have literally billions of dollars to spend annually – let them spend it with your business. Stay on the line and hear: “This is Wyoming Relay with a call...”

Inside this folder you will find a brochure describing in further detail how Wyoming Relay can benefit you. You will also find my business card. I would be glad to provide a relay orientation to your team on how to place and receive relay calls with your customers. Wyoming Relay offers your business the opportunity to become “Relay Friendly.” Additionally, upon successful completion of the orientation, your business will be recognized on the Wyoming Relay website (www.hamiltonrelay.com/states/wy.htm) as a “Relay Friendly” business. I will provide your business with a camera-ready logo that can inform customers of your “Relay Friendly” status on your website.

Your business can receive our orientation kit, support materials, web recognition, and training at no cost! To join our effort in increasing awareness, please contact me via email at wrelay@hamiltonrelay.com or call 800.368.6185.

I look forward to working with you!

Christa Cervantes
Wyoming Relay
Regional Account Manager



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Do business with customers who are deaf, hard of hearing or speech disabled. Become “Relay Friendly” and have your company name listed on the Wyoming Relay website.

Relay calls offer your business new opportunities.

Accepting calls from relay users could result in increased business for your company. Let Wyoming Relay assist your company in understanding how the use of relay may greatly benefit your business. Becoming Relay Friendly makes your products and services available to Americans with hearing loss or speech disabilities. Remember, these are customers who call through relay. Americans with hearing loss or speech disabilities have literally billions of dollars to spend annually: let them spend it with your business. Don't hang up on them. Stay on the line when you hear: “This is Wyoming Relay with a call...”

What is Relay?

Telecommunications Relay Service, also called TRS or Relay, allows people who are hearing, deaf, hard of hearing, and speech disabled to communicate with each other over the telephone. Individuals with hearing loss or speech disabilities use the Internet, a Text Telephone (TTY), or other assistive telecommunications devices to call a telecommunications relay center. A Communication Assistant answers the call and then places another call to the telephone number the person wishes to reach. The Communication Assistant then translates and relays conversations confidentially by converting voice information to typed communication and reading aloud typed messages to hearing persons.

Benefits of becoming a Relay Friendly Business

1. Free advertisement. Have your business name (and link to company website) listed on the Wyoming Relay Friendly Business Website.
2. Receive free educational and training material about accepting and placing relay calls from consumers with hearing loss or speech disabilities.
3. Receive a Relay Friendly Business certificate to display within your business.
4. Ensure your business is compliant with the rules of the American with Disabilities Act (ADA).

Fraud Busters

You may have heard that fraudulent calls have been placed to businesses through the use of Internet Relay. It has been reported that criminals, many of whom are believed to be overseas, have used the service to defraud merchants in cities across the country. These criminals, posing as a deaf or hard of hearing person, try to purchase large orders of merchandise from American companies.

This is a problem across the country and the relay industry continues to work on finding solutions to this issue. Wyoming Relay has put security measures in place in an effort to make sure that our service is only being used by those who need it – deaf, hard of hearing or speech disabled people. Don't be reluctant to accept relay calls. Following is a list of tips you can use to ensure that the calls you take are legitimate –and to avoid getting scammed.

Wyoming Relay appreciates and shares the concern of the business about the use of the relay to conduct fraudulent activities. The same steps should be taken to avoid this type of fraud as are taken in any circumstance in which the customer is not physically present. Wyoming Relay offers these tips to businesses:

Be suspicious if:

- A caller orders large quantities of products.
- A caller asks to have the merchandise shipped immediately – especially to an international location.
- A caller tries to use multiple credit card numbers. For instance, if the initial credit card number is declined by the bank and the customer offers an alternative number.

Wyoming Relay suggests that businesses take the following steps to protect themselves:

- Always ask the caller for identifying information about the account such as a card verification code.
- Always ask for the caller's full name, address and telephone number.
- Ensure that the caller is authorized to use the card.
- Always ask the caller for the name of the issuing bank and its toll-free customer service number as printed on the back of all credit cards.
- Tell the caller that you will check with the bank and call them back. If the caller objects, explain that these procedures are also for their protection.
- If the caller still objects to providing any of the above information, end the conversation.
- If the caller wishes to pay with a certified check, wait until the funds are in your bank account before shipping the merchandise.

The Federal Trade Commission (FTC) has instructed that persons who have been defrauded should contact the FTC directly at www.ftc.gov or 877-FTC-HELP.

To read the Federal Communications Commission (FCC) statement regarding fraudulent activities online:

1. Go to www.fcc.gov
2. Under "Consumer Center" in the left column, click on "Disability Issues".
3. Scroll down to the document titled "6-18-2004 FCC Reminds Public of Requirements Regarding Internet Relay Service and Issues Alert".



Relay Friendly Business

Relay Friendly Business

- What is Wyoming Relay?
- What is the Relay Friendly Business Program?
- What is Internet Relay fraud?
- What can my business expect?

What is Wyoming Relay?

Types of relay calls

How Wyoming Relay works



Communication Assistants

- Facilitate calls according to user instructions
- Keep all information confidential
- Do not personally engage in conversation

What is the Relay Friendly Business Program?

Relay Friendly Business Program

- A FREE program assisting businesses in becoming familiar with placing and receiving relay calls
- It reduces or eliminates hang ups on relay users
- Any business is eligible to participate

Benefits to becoming Relay Friendly

- Broaden customer base
- Increase potential revenue
- Increase awareness on serving customers
 - deaf
 - hard of hearing
 - speech disabled
- Build positive relationships with the community
- Advertise that your business is Relay Friendly certified!

Relay Friendly Business benefits



What does it cost?

Relay Friendly Business materials

- Introductory letter
- Flyers
- Wyoming Relay DVD
- Quiz
- Wyoming Relay Friendly Business logo
- Wyoming Relay Friendly Business window decal
- Certificate of completion

What is Internet Relay fraud?

- Overseas criminals pose as deaf/hard of hearing customer
- Intention to mask identity by using relay
- Merchant accepts/processes suspicious order
- Fraud occurs
- Merchant loses revenue

Tips to Ensure Legitimate Calls

Be suspicious if:

- caller orders large quantities of items
- caller asks for immediate int'l shipment
- caller offers multiple credit cards

Verification Tips

- Always verify identifying information
 - credit card verification code
 - name, address, phone number
 - issuing bank & CS number
- Verify funds with issuing bank
- If caller objects to verification, end call
- If certified check, wait until check clears

Don't Hang Up!

- Legitimate Relay users want to spend money with you
- Give the call a chance
- Not a telemarketer, it's a customer
- Please don't hang up

Questions?





Quiz on Telecommunications Relay Services for Wyoming Relay Friendly Business Program

1. What is Telecommunications Relay Service (TRS)?
 - a. Enables telephone conversations between persons with visual impairments
 - b. Enables telephone conversations between persons with and without hearing losses or speech impairments
 - c. Enables telephone conversations between monkeys with and without hearing losses or speech impairments
 - d. Disables telephone conversations between people with and without hearing losses or speech impairments
2. Is TRS required by law?
 - a. Yes
 - b. No
3. When can I use TRS?
 - a. Monday – Friday 8am to 5pm
 - b. 24 hours a day, 7 days a week
 - c. Saturday and Sunday 8am to 5pm
 - d. Not available
4. Is there an extra charge for using TRS?
 - a. Yes
 - b. No
5. What is the function of a Communication Assistant (CA)?
 - a. Relays conversations from text to voice and from voice to text between two users of TRS
 - b. Places telemarketing calls
 - c. Reads books to children
 - d. Runs around the park
6. Do CAs receive special training?
 - a. Yes
 - b. No
7. Will my TRS calls remain confidential?
 - a. Yes
 - b. No
8. What types of calls can I make with TRS?
 - a. Any types of calls
 - b. Personal calls
 - c. Calls to a workplace only
 - d. None
9. How long does it take to set up and process a TRS call?
 - a. One hour
 - b. Within 10 Seconds
 - c. A week
 - d. 45 seconds



This certificate is awarded to

(name or business here)

for successful completion of the
Wyoming Relay Friendly Business program

Awarded this ____ day of _____, ____.

Christa Cervantes/Account Manager

Relay Friendly Business Program



What is Wyoming Relay and how does it work?

- Wyoming Relay is a free 24-hour service that allows people who are Hearing, Deaf, Hard of Hearing, Deaf-Blind or Speech Disabled to communicate with each other via the telephone.
- Wyoming Relay is accessed by simply dialing 7-1-1.
- Communication Assistants (CAs) facilitate confidential telephone calls.
- Mandated by the Federal Communications Commission
 - Under Title IV of the Americans with Disabilities Act
- Funded through the Wyoming Public Service Commission

What is the Relay Friendly Business Program?

The Relay Friendly Business Program is a free program that:

- Offers FREE training to assist your business with placing and receiving Wyoming Relay calls
- Reduces or eliminates hang ups on relay users
- Allows customers to know you are certified as a Wyoming Relay Friendly Business
- Offers you free advertising on the Wyoming Relay website
- Provides a Wyoming Relay Friendly Business logo to post on your business' website
- Provides a Wyoming Relay Friendly Business decal for your door or window

Why become a Relay Friendly Business?

- Increase employee awareness on serving customers with hearing loss or speech impairment
- Broaden your customer base
- Increase potential revenue
- Build positive relationships with the community

SIGN UP TO BE A RELAY FRIENDLY BUSINESS!

Any Wyoming business is
eligible for this program

CONTACT WYOMING RELAY
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